

# 2014 DNR Annual Report

## Partners in Protection

Your Wisconsin  
DNR



# Sharing our Story

Partners in Protection



Your Wisconsin DNR



# Sharing our Story

DNR website remains top means of interaction:

- 13.1 million visits, up 6% from 2013 and 52.5 million page views, up 2%

Natural Resources magazine:

- 87,000 subscribers

2014 media contacts:

- 3,966

DNR Weekly News

- 21,658 subscribers



A DNR news story about the successful rescue of twin bear cubs was picked up by media worldwide in October 2014.





# Sharing our Story



**Facebook 2014:**  
51,602 fans, up 103%

Top Facebook Post: Creative Coyote  
Viewed by 1,749,504 people  
1,649 comments; 12,765 likes  
21,244 shares  
Posted March 6, 2014



**Twitter 2014:**  
11,607 followers, up  
60% from 2013



**GovDelivery 2014:**  
527,551 subscribers, up  
4%



**YouTube 2014:**  
915 subscribers, up  
42%



**Pinterest 2014:**  
564 followers, up 116%



# Sharing our Story

## "Ask the Expert" Online Chats 2014

- Nearly doubled number of online chats to 65
- 3,065 questions answered
- 6,177 live participants
- 11,477 people read a chat transcript later



# Sharing our Story

Our DNR stories show how our programs connect with people:

- Donation of 110 young pheasants from State Game Farm to Richland Center high school



# Connecting with people through programs



- Parks program embraces technology to help people connect
  - New smartphone app
  - New Geocache series
  - Two big Facebook contests
  - Increased Internet camping reservations
    - Overall campsite reservations up 4.8% through November
    - Online reservations up 7%



# Connecting with people through programs

- **New Mirror Lake amphitheater** made possible by Friends Group, Ho-Chunk Nation, local firms
- **Peninsula Short Course** made possible by Peninsula Golf Association
- **Blue Mound pool and splash pad** made possible by Friends of Blue Mound State Park





# Connecting with people through programs

- County Deer Advisory Councils launched
- New effort to engage stakeholders
  - Councils will work with local department staff to schedule meetings
  - Review population data and deer impacts on forests and agriculture,
  - Develop three year goals for population



Jake and a group of other terminally ill youth joined DNR wardens for a very special hunt this year. Jake bagged a six-point buck.

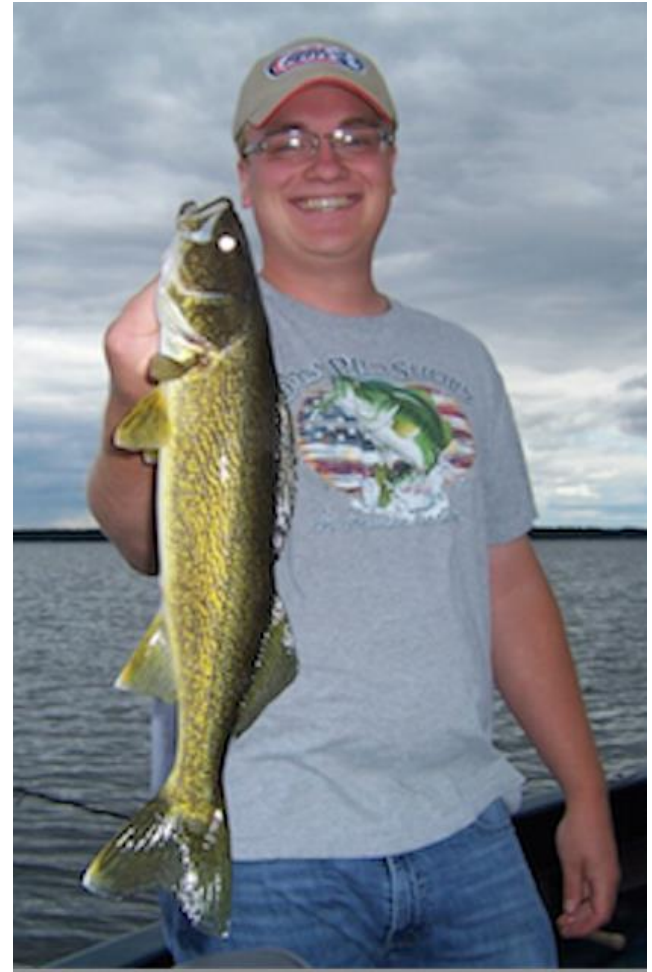
# Connecting with people through programs

- DNR places a high priority on tribal partnerships
  - Implemented the Summer Tribal Youth Program
  - Collaborated on law enforcement, other programs
  - Formed a wild rice advisory committee
  - Supported tribal initiatives in recycling, fire protection



# Connecting with people through programs

- Wisconsin Walleye Initiative
  - Partnership among state, private, tribal hatcheries
  - Recognizes impact of walleye on economy
  - \$12 million effort over three years
  - Some 140 lakes stocked in 2014 and another 140 lakes in 2015





# Connecting with people through programs

- DNR provides value as a partner in statewide redevelopment
  - Helped prepare 1,832 acres for redevelopment
  - Satisfied more than 160 requests for redevelopment assistance
  - Celebrated 20 years of the Land Recycling Act



Pat Stevens, Air, Waste and R&R administrator, helps launch major redevelopment along Madison's East Washington Avenue.

# Connecting with people through programs

- Green Tier strengthens relationships among government, businesses and communities
  - Supports superior environment performance
  - Now a decade of success with some 100 participants



# Connecting with people through programs

- Healthy Lakes Partnership project
  - Helps property owners adopt best practices to improve habitat
  - Grants to property groups and communities set at \$25,000





# Listening and Leading

- Events, hearings, meetings and new public input processes help citizens shape decisions





# Listening and Leading

- Industry and economic development outreach demonstrates benefits of resource management



# Listening and Leading

- DNR's educational programs prepare youth and adults for an active role in conservation



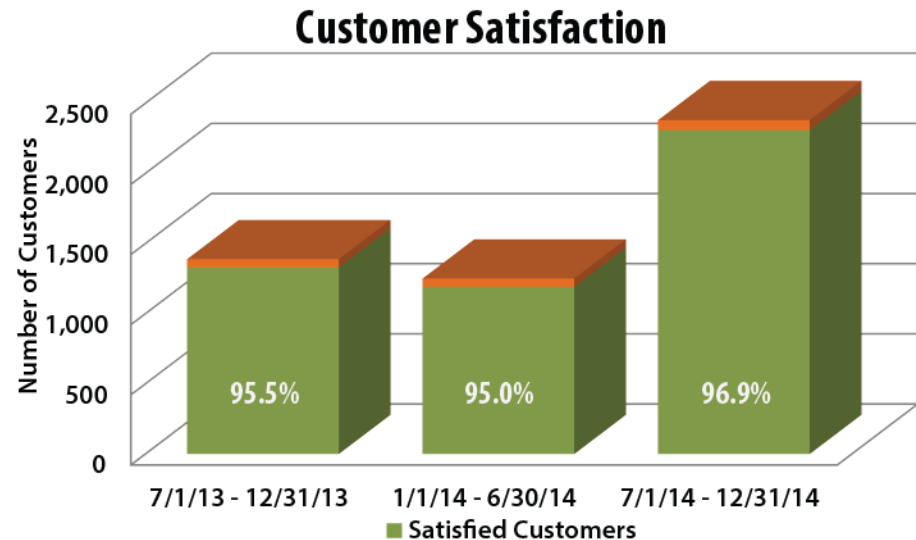


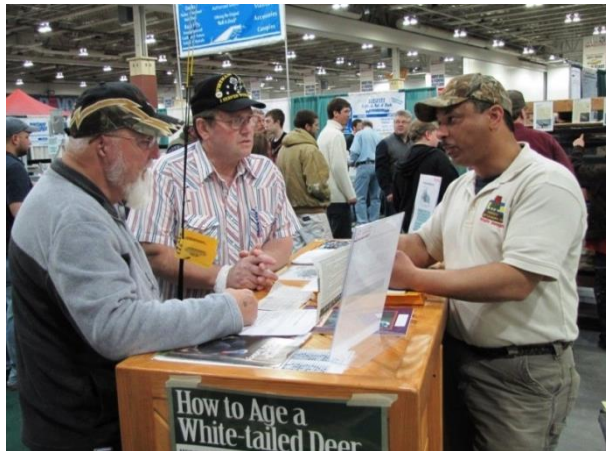
# How are DNR customers responding?



# How are DNR customers responding?

- Customers responded to our satisfaction survey in increasing numbers during 2014
- Satisfaction remained high – in 95 to 97% range





# Thank You!

